

Exhibit 14

MRS BAIRD'S[®]

Wheat Bread Research
~ Preliminary Slides ~

December 8, 2011

Prepared by:



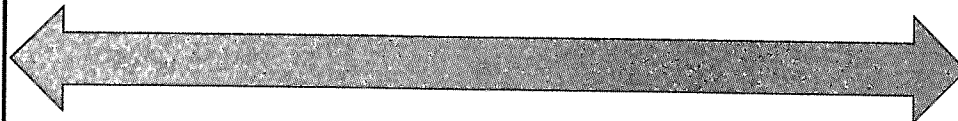
MRS BAIRD'S

Wheat Bread Claims

MRS BAIRD'S

Nutritional Claims Ratings (Interest - Top-Two Box)

Of Most Interest



Of Least Interest

	Honey Wheat	100% Whole Wheat
Made with whole grains	86	94*
High in fiber	86	92*
Heart healthy	86	89
Good source of calcium	81	83
Good source of antioxidants	76	80
Contains more vitamins, such as A, D, B6, and E	77	78
Does not have preservatives	71	80*
Low in calories	74	76
Low in fat	74	75
Does not have artificial flavors	69	79*
Does not contain bleached or refined flour	69	78*
No high fructose corn syrup	69	76*
Low in sugar	69	76*
Does not have artificial colors	68	76*
Low in sodium	66	71
Low in carbohydrates	65	71
Low in salt	66	70
Contains minerals, such as magnesium, zinc, and folic acid	64	70
Has no ADA (Azodicarbonamide)	48	55*
Gluten free	39	38
	NOWN Honey	NOWN 100%
	MrsB Honey	MrsB 100%

© 2011 Base: P1 Respondents; n = 271 Honey Wheat Consumers; n = 271 100% Whole Wheat Consumers
 Question: P1 Q13. What effect, if any, would each statement have on your interest to buy [100% Whole Wheat/Honey Wheat] bread?

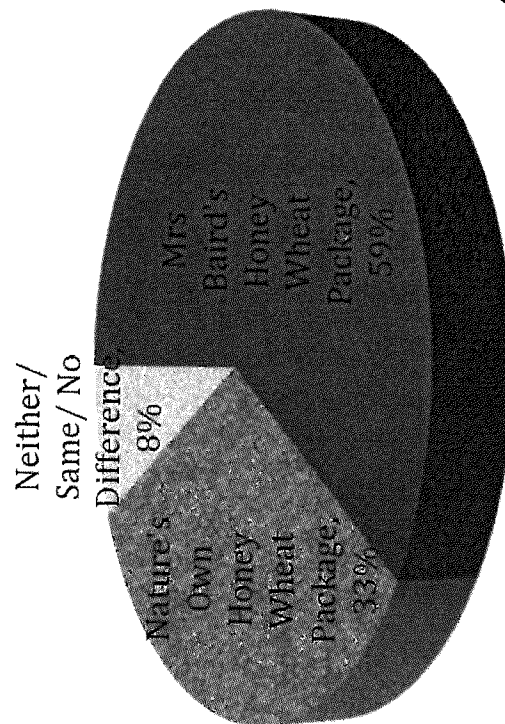
3

MRS BAIRD'S

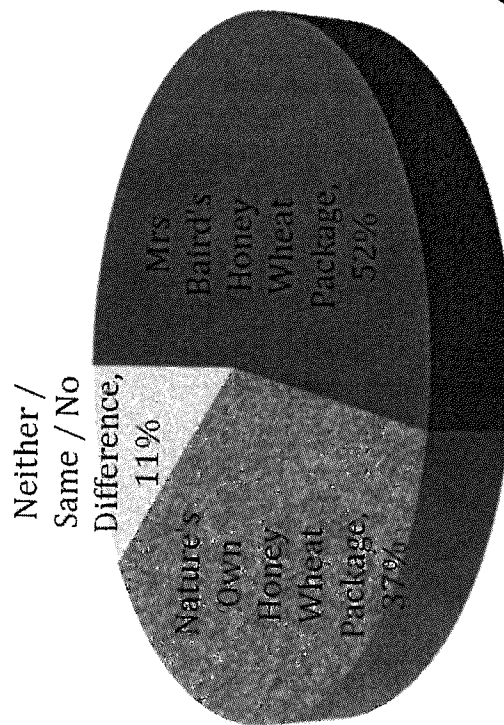
Claims Benefits Package Comparisons

- Honey Wheat consumers preferred the group of claims on the Mrs Baird's Honey Wheat package more than the group of claims on the Nature's Own Honey Wheat package.
- The same thing occurred with the 100% Whole Wheat claims comparison.

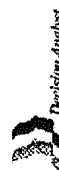
Honey Wheat Package Comparison



100% Whole Wheat Package Comparison



Base: P2 Respondents; n = 234 Honey Wheat Consumers; n = 239 100% Whole Wheat Consumers
 Question: P2 Q8. Each of these packages contains several benefits messages. Thinking about the benefits highlighted on each package, which group of benefits would you say is most appealing?



© 2011

MRS BAIRD'S**Claims Benefits Package Comparisons**

- Consumers who prefer the Mrs Baird's package claims tend to like *Rich in antioxidants*.
 - 100% Whole Wheat consumers liked *Certified by the American Heart Association* the best.
- The most appealing claim on either Nature's Own package was *No high fructose corn syrup*.

Mrs Baird's 100% WW Wheat Package ClaimsRanking

- #1: Certified by the American Heart Association (Low in saturated fat & cholesterol) (36%)
- #2: Rich in antioxidants (27%)
- #3: 15 grams of whole grain per serving (22%)
- #4: Vitamins A & E (11%)
- #5: No artificial colors or flavors (4%)

Nature's Own 100% WW Wheat Package ClaimsRanking

- #1: No high fructose corn syrup (56%)
- #2: No artificial preservatives (21%)
- #3: 14 grams of whole grain per slice (9%)
- #4: Heart healthy (9%)
- #5: No artificial colors or flavors (6%)

Mrs Baird's Honey Wheat Package Claims Ranking

- #1: Rich in antioxidants (53%)
- #2: Vitamins A & E (29%)
- #3: No artificial colors or flavors (13%)
- #4: Good source of Vitamin B1 Thiamin (4%)

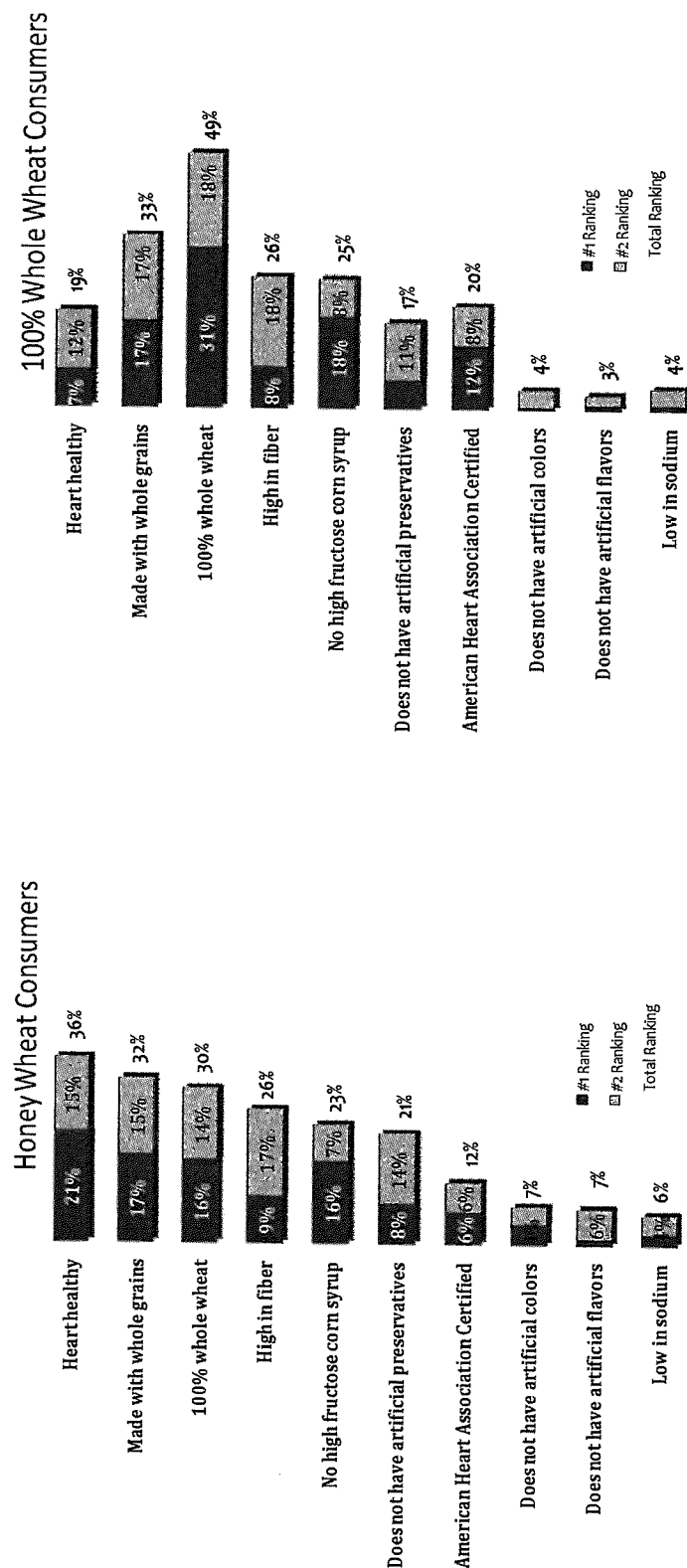
Nature's Own Honey Wheat Package Claims Ranking

- #1: No high fructose corn syrup (46%)
- #2: No artificial preservatives (36%)
- #3: No artificial colors or flavors (18%)

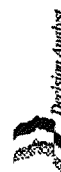
MRS BAIRD'S

Nutritional Claims Rankings

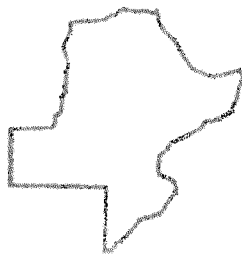
- Honey Wheat consumers are most interested in buying wheat bread that claims to be *Heart healthy. Made with whole grains* and *100% whole wheat* are also claims that prompt interest.
- 100% Whole Wheat consumers, on the other hand, are most interested in wheat bread that is *100% Whole Wheat. Made with whole grains* is also interesting to this group.



Base: P2 N = 473 Total Respondents, with n = 234 Honey Wheat Consumers and n = 239 100% Whole Wheat Consumers
 Questions: P2 Q43. Which of the following statements would make you most interested in buying [Honey Wheat/100% Whole Wheat] bread?
 P2 Q44. Now consider the other statements. Which of the remaining statements would make you most interested in buying [Honey Wheat/100% Whole Wheat] bread?

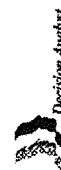


© 2011

MRS BAIRD'S**Local Claims Statement Ratings**

- Approximately 2/3 of respondents would be persuaded by a local Texas statement (one-third of respondents would not).
- Honey Wheat consumers preferred *A Texas tradition since 1908*.
- 100% Whole Wheat consumers, on the other hand, preferred *Texas Born. Texas Bread*.

	Honey Wheat Consumers	100% Whole Wheat Consumers
A Texas tradition since 1908	30%*	21%
Texas Born. Texas Bread.	21	26
A Baking Tradition since 1908	13	16
Native Texan	5	3
Go Texan.	1	1
None would influence my decision	30	33



© 2011

Base: P2 n = 234 Honey Wheat Consumers; n = 239 100% Whole Wheat Consumers

Question: P2 Q54. Which of the following statements about Honey Wheat/100% Whole Wheat bread would make you most interested in buying it?

7

BBUSA_ANG0158035

MRS BAIRD'S

Current Package Test

MRS BAIRD'S**Current Package Test Summary**

- The current **Nature's Own** package scored **higher** than the current Mrs Baird's package on all key package test metrics. This was true for both the Honey Wheat and the 100% Whole Wheat packages.
- It was easier for consumers to find and read the nutritional facts and ingredients on the current **Mrs Baird's packages compared to the current Nature's Own packages.**
- It was more difficult, however, for consumers to find the expiration date on the Mrs Baird's packages than on the Nature's Own packages.
- In general, **consumers liked the Nature's Own logo better** than the Mrs Baird's logo.
- **100% Whole Wheat consumers liked the appearance of the grains on the top of the Mrs Baird's loaf**, and they also liked the shape of the loaf and thought the loaf felt fresher.

MRS BAIRD'S**Current Package Test Ratings**

	Mrs Baird's Honey Wheat	Nature's Own Honey Wheat	Mrs Baird's 100% Whole Wheat	Nature's Own 100% Whole Wheat
	A	B	C	D
Overall rating (top-two box)	93	96	90	96
Package preference	31	53A	40	49C
Likelihood to notice package (top-two box)	83	91A	84	86
Likelihood to notice name of brand (top-two box)	90	94	87	94C
Persuasion to buy (top-two box)	67	77A	63	70

Base: P2 N = 473 Home-Use Respondents, with n = 234 Honey Wheat Consumers and n = 239 100% Whole Wheat Consumers
 Questions: P2 Q1. If you were walking down the aisle in a store looking at packages on the shelves, how likely would you be to notice the package?
 P2 Q2. If you were walking down the aisle in a store looking at packages on the shelves, how likely would you be to notice the name of the brand on this package?
 P2 Q3. If you saw this package in a store, would it persuade you to buy the brand? Based only on this package, would you...?
 P2 Q4. What is your overall rating of the Mrs Baird's package design?
 P2 Q10. Which of these two packages do you like the best, overall?



© 2011

10

BBUSA_ANG0158038

MRS BAIRD'S

New Package Test

MRS BAIRD'S

New Package Test Summary

- Consumers preferred the new package with the stacked logo and wheat stalk image.

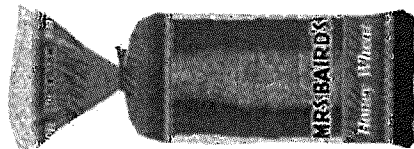


- This new package preference was true for both Honey Wheat and 100% Whole Wheat consumers, although preference for this design was a bit stronger for 100% Whole Wheat consumers.
- **This package design was preferred over the current Mrs Baird's package designs as well as the current Nature's Own**

design.

Honey Wheat New Package Ratings New Design Comparisons

MRS BAIRD'S



WINNER

Versus

		30%	70%*
	Package Preference		
74	Likelihood to Notice the Package (Top-two box)	74	79
56	Persuasion to Buy the Brand (Top-two box)	65*	
74	Overall Package Design Rating (Excellent/Good)	88*	
85	Colors on the Package (Excellent/Good)	88	
83	Brand Logo on the Package (Excellent/Good)	90*	
67	Pictures/Images on the Package (Excellent/Good)	82*	

Base: P2 n = 234 Home-Use Honey Wheat Consumers

Questions: P2 Q45x/y. If you were walking down the aisle in a store looking at packages on the shelves, how likely would you be to notice the package?

P2 Q46x/y. If you saw this package in a store, would it persuade you to buy the brand? Based only on the package, would you...?

P2 Q47x/y. What is your overall rating of the package design?

P2 Q48x/y. How would you rate this package on each of the following?

P2 Q49. Which package would most influence you in buying Mrs. Baird's?



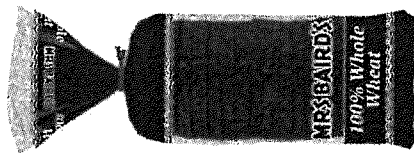
© 2011

13

BBUSA_ANG0158041

Honey Wheat New Package Ratings New Design Comparisons

MRS BAIRD'S



WINNER

Versus

		Package Preference	
16%		84%*	
76	Likelihood to Notice the Package (Top-two box)	90*	
54	Persuasion to Buy the Brand (Top-two box)	66*	
71	Overall Package Design Rating (Excellent/Good)	85*	
75	Colors on the Package (Excellent/Good)	88*	
81	Brand Logo on the Package (Excellent/Good)	92*	
62	Pictures/Images on the Package (Excellent/Good)	82*	

Base: P2 n = 239 Home-Use 100% Whole Wheat Consumers

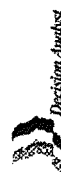
Questions: P2 Q45x/y. If you were walking down the aisle in a store looking at packages on the shelves, how likely would you be to notice the package?

P2 Q46x/y. If you saw this package in a store, would it persuade you to buy the brand? Based only on the package, would you...?

P2 Q47x/y. What is your overall rating of the package design?

P2 Q48x/y. How would you rate this package on each of the following?

P2 Q49. Which package would most influence you in buying Mrs. Baird's?



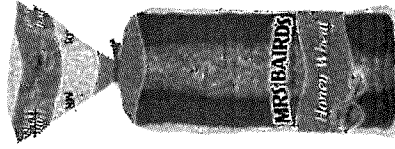
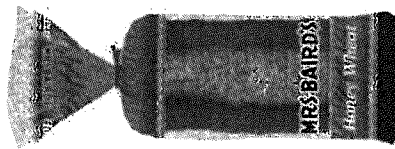
© 2011

14

BBUSA_ANG0158042

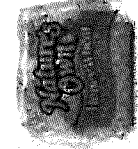
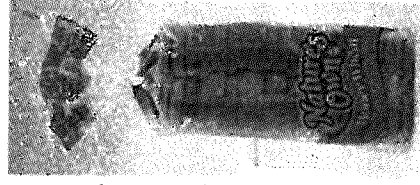
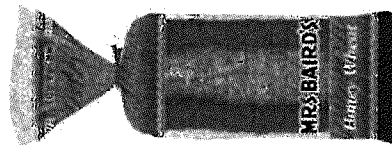
MRS BAIRD'S

New Package Design Comparisons Versus Current Design and Natures Own



New Design Versus Current Design

← Prefer	No Preference	Prefer →
60%	7%	33%



New Design Versus Nature's Own Design

← Prefer	No Preference	Prefer →
41%	13%	46%

Base: P2 n = 70 Honey Wheat Consumers who Preferred This New Package Design
 Questions: P2 Q52. Please tell us if you prefer your favorite new Mrs Baird's package, or the current Mrs Baird's package.
 P2 Q53. Please tell us if you prefer your favorite new Mrs Baird's package, or the current Nature's Own package.

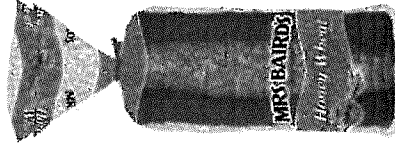
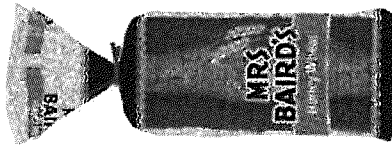


© 2011

New Package Design Comparisons Versus Current Design and Natures Own

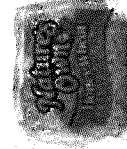
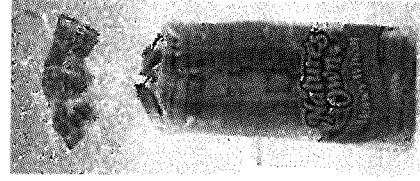
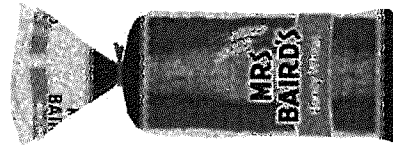
MRS BAIRD'S

WINNER



New Design Versus Current Design

← Prefer	No Preference	Prefer →
73%	6%	21%



New Design Versus Nature's Own Design

← Prefer	No Preference	Prefer →
55%	14%	31%

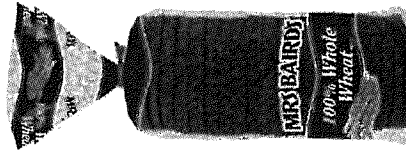
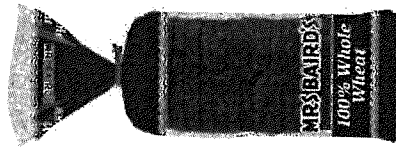
Base: P2 n = 164 Honey Wheat Consumers who Preferred This New Package Design
 Questions: P2 Q52. Please tell us if you prefer your favorite new Mrs. Baird's package, or the current Mrs. Baird's package.
 P2 Q53. Please tell us if you prefer your favorite new Mrs. Baird's package, or the current Nature's Own package.



© 2011

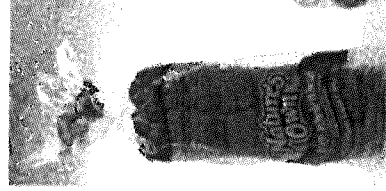
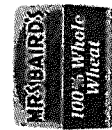
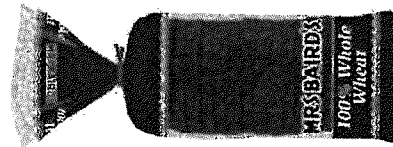
New Package Design Comparisons Versus Current Design and Natures Own

MRS BAIRD'S



New Design Versus Current Design

← — Prefer	No Preference	Prefer —→
51%	18%	31%



New Design Versus Nature's Own Design

← — Prefer	No Preference	Prefer —→
62%	7%	31%

Base: P2 n = 39 100% Whole Wheat Consumers who Preferred This New Package Design
 Questions: P2 Q52. Please tell us if you prefer your favorite new Mrs Baird's package, or the current Mrs Baird's package.
 P2 Q53. Please tell us if you prefer your favorite new Mrs Baird's package, or the current Nature's Own package.

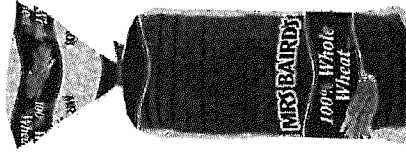


© 2011

New Package Design Comparisons Versus Current Design and Natures Own

MRS BAIRD'S

WINNER



New Design Versus Current Design

← Prefer	No Preference	Prefer →
76%	11%	14%



New Design Versus Nature's Own Design

← Prefer	No Preference	Prefer →
55%	10%	35%

Base: P2 n = 200 100% Whole Wheat Consumers who Preferred This New Package Design
 Questions: P2 Q52. Please tell us if you prefer your favorite new Mrs. Baird's package, or the current Mrs. Baird's package.
 P2 Q53. Please tell us if you prefer your favorite new Mrs. Baird's package, or the current Nature's Own package.



© 2011